

Message Text

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PAGE 01 STATE 015145
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C O R R E C T E D C O P Y (CLEARANCES OMITTED)
E.O. 11652: N/A

TAGS: BEXP, JA, AS

SUBJECT: FY78 COUNTRY COMMERICAL P, OGRAM

REF: (A) TOKYO 7274; (3) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
THE PRELIMINARY FY-1978 C.C.P. INPUTS SUBMITTED PER REFTEL
(A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE
TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO
THE FY-1978 PROGRAM.

2. THE PRIORITIES AND THEMES RECOMMENDED IN REF (A) ARE
STILL JUDGED TO BE THOSE TO RECEIVE THE GREATEST EMPHASIS
IN FY78. HOWEVER, IN FY77 COMMERCE IN CONJUNCTION WITH THE
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POST WILL UNDERTAKE A MAJOR SECTOR SURVEY OF THE JAPANESE
MARKET WITH EMPHASIS ON THE CHANGING PRICE COMPETIVENESS
OF JAPANESE INDUSTRY SEGMENTS. THIS STUDY WILL PROBABLY
REQUIRE EMBASSY RESOURCES IN EARLY FY78 AND WILL BE USED AS
THE BASIS FOR AN EXPANDED PROMOTIONAL THRUST ON EXPORTING
TO JAPAN LATER THAT YEAR AND IN FY79.

3. CONSUMER GOODS STILL OFFER U.S. MANUFACTURERS A PRICE OPPORTUNITY TO ESTABLISH A NEW MARKET OR INCREASE SALES.

FROM OUR EXPERIENCE WITH THE TWO TRADE CENTER EVENTS IN FY76 WE QUESTION THE COST EFFECTIVENESS OF USING MAJOR TC SHOWS AS A PROMOTIONAL MEDIUM. WE PLAN TO TEST A NEW CONCEPT IN FY77, A COMBINED VTR, CATALOG AND PRODUCT DISPLAY OF HOUSEWARES WHICH COULD BE EXPANDED IN FY78 IF SUCCESSFUL. CONTINUED USE OF INNOVATIVE INSTORE PROMOTIONAL TECHNIQUES AND TRADE MISSIONS ARE ALSO PROVEN PROMOTIONAL MEDIA.

4. A WASHINGTON MOUNTED COMPUTER SHOW AND A TRADE MISSION HAVE BEEN SCHEDULED TO SUPPORT THE CAMPAIGN TO EX AND SALES OF U.S. COMPUTERS AND RELATED PRODUCTS. THIS IS AN AREA ALSO WHERE WE HAVE RECEIVED COMPLAINTS CONCERNING HIGH TARIFFS AND THE UP-LIFTING OF VALUES FOR CUSTOM PURPOSES AS WELL AS NON-TARIFF CARRIERS TO IMPORTS. THE POST ALSO MAY WISH THE CCP TO ADDRESS THESE PROBLEMS.

5. WHILE THE PRELIMINARY INPUT TO THE CCP HAS AGAIN EMPHASIZED THE POLLUTION CONTROL MARKET OUR RECENT APEX EXPERIENCE INDICATES THAT U.S. MANUFACTURERS ARE NOT EAGER TO INVEST LARGE PROMOTIONAL EFFORTS IN THIS AREA ONLY FOR THE LONG TERM. THE QUALITY OF THE SHORT TERM MARKET COUPLED WITH OUR OWN HIGH FEES SUGGEST THAT WE WILL HAVE TO COME UP WITH BOTH SMALLER AND LESS COSTLY PROMOTIONAL VEHICLES.

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6. FULL TRADE CENTER SHOWS HAVE BEEN SCHEDULED IN SUPPORT OF THE OCEANOGRAPHIC/OFFSHORE EQUIPMENT CAMPAIGN AND THE ELECTRONIC PRODUCTION AND TEST EQUIPMENT CAMPAIGN. SHOWS IN FY77 PRECLUDE THIS TYPE OF SUPPORT FOR GRAPHIC ARTS AND BUILDING EQUIPMENT ALTHOUGH WE CONCUR THESE PRODUCT AREAS ARE PROMISING CATEGORIES FOR INCREASING SALES AND MARKET SHARE AND WE WILL SCHEDULE AGAIN MAJOR RESOURCES IN THESE AREAS IN FY79. IN THE MEANTIME OTHER POST ACTIVITIES SHOULD BE SCHEDULED.

7. POST ENCOURAGED UNDER SECTION 5 OTHER SPECIAL POST EFFORTS TO CONTINUE UPGRADING USE OF THE COMMERCIAL LIBRARY AND THE BUSINESS INFORMATION SERVICE CENTER AS WELL AS FACILITIES IN OSAKA AND FUKUOKA.

8. WE ARE PLANNING TO INCREASE MARKET RESEARCH EFFORTS IN FY78 WITH ADDITIONAL RESOURCES AS SUGGESTED IN TOKYO 18115. FINAL BUDGET APPROVAL NOT YET OBTAINED, BUT

PLANNING SHOULD ASSUME FUNDS WILL BE FORTHCOMING THAT WILL
ENABLE US TO IMPLEMENT PROGRAM SIMILAR THAT DESCRIBED A383,

PARA 6. IN THIS CONNECTION WE NOTE MAJOR STUDIES ARE AL-
READY ON MICROFILM AT NTIS TO FACILITATE DISTRIBUTION TO
THE U.S. BUSINESS COMMUNITY.
VANCE.

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